

Message Text

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PAGE 01 BUCAR 05672 010837Z
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R 010620Z AUG 77
FM AMEMBASSY BUCHAREST
TO SECSTATE WASHDC 4688
INFO USDOC WASHDC

UNCLAS BUCHAREST 5672

E.O. 11652: N/A
TAGS: BTIO, RO
SUBJECT: AMERO 77

TO: OSCAR KATOV
PRM CORPORATION
919 NORTH MICHIGAN AVENUE
CHIECAGO, ILLINOIS 60611
TEL: 312-787-7750

FOLLOWING IS TEXT OF AMBASSADOR BARNES' MESSAGE FOR AMERO EX-
HIBTIRO DIRECTORY:

QTE AMERO 77 PRESENTS A MAJOR OPPORTUNITY FOR AMERICAN COMAANIES
TO EXPAND THEIR TRADE AND COOPERATION ACTIVITIES WITH ROMANIAN
COUNTERPART ORGANIZATIONS. TRADE RELATIONS BETWEEN THE UNITED
STATES AND ROMANIA ARE EXPANDING RAPIDLY. IN 1976, TWO-WAY
TRADE BETWEEN THE TWO COUNTRIES WAS A RECORD \$450 MILLION. THIS
YEAR TRADE MAY SURPASS \$600 MILLION AND THE TARGET FOR 1980
IS \$1 BILLION. A SOLID BASE HASB EEN ESTABLISHED, AND BOTH SIDES
HAVE BEEN DEVOTING INCREASING ATTANTION TO IDENTIFYING AND
OVERCOMING THE OBSATCLES TO A FURTHER EXPANSION OF TRADE.
TO DATE, ON THE U.S. SIDE, EXPORTS HAVE BEEN DOMINATED BY
AGRICULTURAL
PRODUCTS AND TO A LESSER EXTEND RAW MATERIALS AND SEMI-
PROCESSED GOODS. THERE ARE NOW SIGNS INDICATING THAT THE
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PERCENTAGE OF MANUFACTURED U.S. EXPORTS WILL GROW. AMERO 77
SHOULD PLAY A PART IN THIS INCREASE. MEANWHILE, THE ROMANIA
GOVERNMENTNRS INTENSIFYING ITS EFFORTS TO INTEREST AMERICAN
COMPANIES IN COOPERATION PROJECTS WITH ROMANIAN ENTERPRISES,
WHETHER THEY BE IN ROMANIA OR THIRD COUNTRIES.

I HOPE THAT AMERO 77 WILL PROVIDE AN OUTSTANDING EXAMPLE

OF THE FIRM COMMITMENT THAT MANY AMERICAN COMPANIES HAVE TO EXPANDING THEIR TIES WITH ROMANIA. FOR MY PART, I AM CONVINCED THAT AMERO 77 WILL MAKE A SIGNIFICANT CONTRIBUTION TO FULFILLING THE GOAL OF SIGNIFICANTLY INCREASING MUTUALLY BENEFICIAL TRADE AND COOPERATION. UNQUTZS

REGARDING AMERO IN GENERAL, PLEASE MKTE THAT THE EMBASSY HAS BEEN ACTIVELY PUBLICIZING IT IN MEETINGS WITH KEY ROMANIAN GOVERNMENT OFFICIALS. IN A JUNE MEETING WITH DEPUTY PRIME MINISTER GHEORGEH OPREA (RESPONSIBLE FOR ALL INDUSTRIAL PRODUCING MINISTRIES) I REFERRED TO USMERO. WHEN MR. OPREA PROFESSED IGNORANCE OF AMERO, THE AMBASSADOR PROVIDED AN OVERVIEW. YOU SHOULD BE AWARE, HOWEVER, THAT MANY IF NOT ALMOST ALL OFFICIALS IN THE MINISTRY OF MACHINE BUILDING AND ITS FTO'S WERE AND ARE EQUALLY IGNORANT OF AMERO. IN MY LIMITED WAY, I HAVE TRIED TO CHANGE THIS SITUATION BUT I FEEL THAT THE EMBASSY'S ABILITY TO ALTER THIS SITUATION IS LIMITED. I SUGGEST YOU ASK MR. BRAD TO ADVISE YOU OF HOW THE PUBLICITY CAMPAIGN IN ROMANIA ON AMERO IS PROGRESSING. REGARDS, EMIL CASTRO, COMMERCIAL ATTACHE.

AMERICAN EMBASSY
BUCHAREST, ROMANIA
BARNES

NOTE BY OC/T: PASSED ABOVE ADDRESSEE.
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